

Life Reimagined™

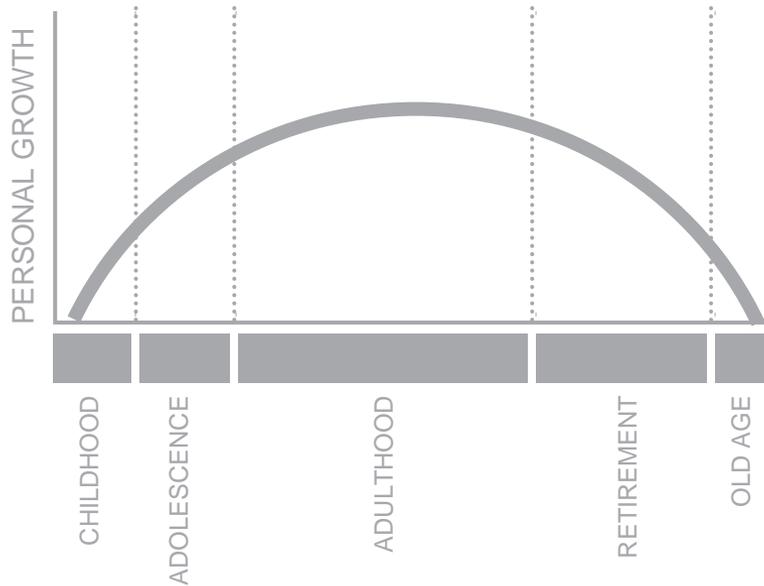
Real Possibilities from **AARP**®

# The New Life Phase

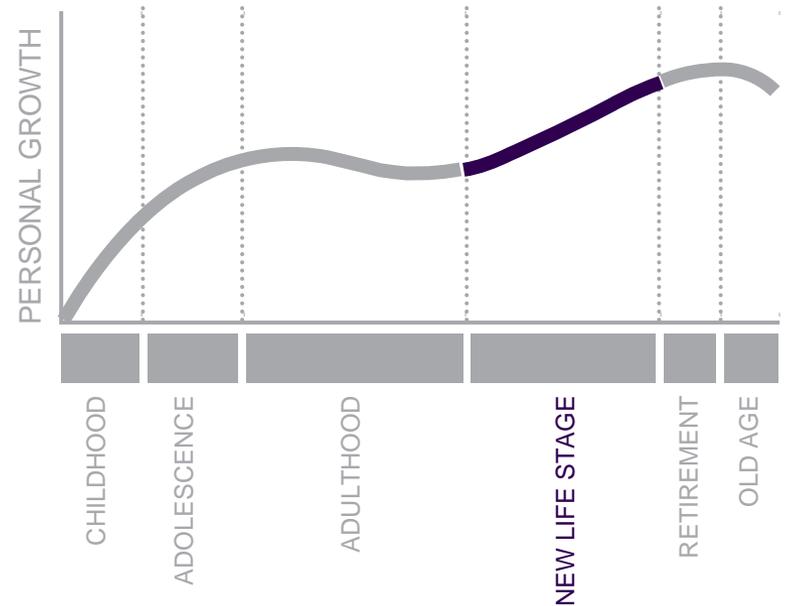
Traditional notions of retirement and life after 50 have changed. Either by choice or by necessity, people are trying to figure out what's next for them: where do I belong, what do I care about, what's my purpose, where can I have an impact? It's the work of defining and navigating a new life phase.

But making the transition, reimagining your life, is fraught with uncertainty and ambiguity. And institutions are ill-equipped to help people on their journey.

## OLD VIEW OF LIFE



## NEW VIEW OF LIFE



# The Six Practices™

Life Reimagined™

Real Possibilities from AARP®

## REFLECT

### MINDSET:

See the present situation as a wake-up call and an opportunity.

### ACTION:

Slow the world down. Take inventory of where you are: your place, people you care about, your life's work and purpose.

## CONNECT

### MINDSET:

Realize you don't have to go it alone.

### ACTION:

Enlist the people who will be your sounding board through the journey.

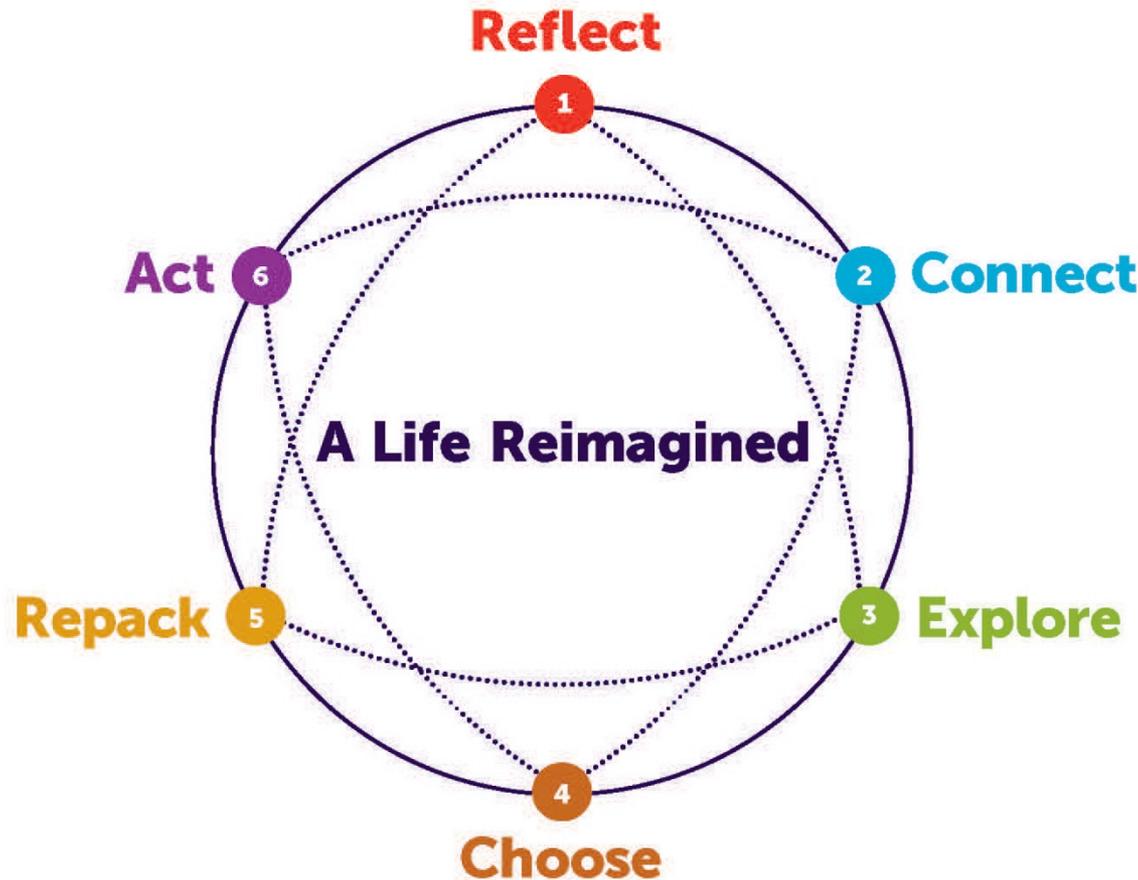
## EXPLORE

### MINDSET:

Be curious and open to opportunities.

### ACTION:

Think through potential paths and delight in imagining what's possible.



## ACT

### MINDSET:

Understand that getting stuck (and unstuck) is part of the journey.

### ACTION:

Take the first step and adapt as you go.

## REPACK

### MINDSET:

Embrace the idea of letting things go and simplifying your life.

### ACTION:

Clarify what you need and what you don't need for the journey ahead.

## CHOOSE

### MINDSET:

Be courageous with optimism and possibility.

### ACTION:

Weigh your options and decide on a new way forward.

# Life Reimagined in action



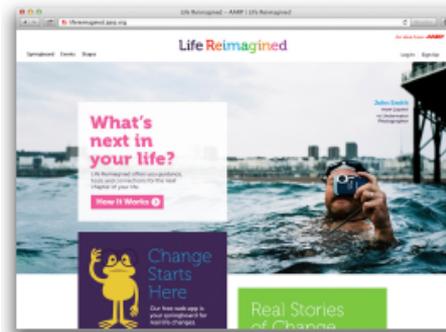
## LifeReimagined.org

LifeReimagined.org is a digital experience that helps users build focus, confidence, skills, and connections in order to achieve their goals. Users are guided through a personalized, interactive journey that is rich with tools, tips, and inspiration. Launching Spring 2013.



## The TODAY Show

Emmy-award-winning journalist, Jane Pauley hosts *Life Reimagined* on NBC's the TODAY show. The monthly series highlights inspiring people who are changing their lives—whether it's starting a different career, learning new skills, or finally pursuing their dreams. For more information visit [www.aarp.org/Jane](http://www.aarp.org/Jane).



## Local Experiences

Complementing LifeReimagined.org, Life Reimagined local experiences bring people together to have rich conversations about what's next in their lives and offer ongoing inspiration and support (see next page for details). Launching in the San Francisco Bay Area, Spring 2013.

**+** **More to come:** Life Reimagined will continue to grow throughout 2013, releasing a book, a documentary, and an increasingly robust LifeReimagined.org experience.

# Real stories of Life Reimagined



"Once I bought the bricks, that was it. We were doing it. We were opening up a pizzeria."

**Paulie Gee**  
Brooklyn, New York

## **A Pizza Epiphany**

Paulie never felt like his career as an accountant suited him. He made the commitment to act on his love of cooking and entertaining by starting a gourmet pizzeria in Brooklyn. With the restaurant thriving, Paulie is constantly finding new ways to experiment and learn from other pizza makers.

# Exploring Life Reimagined



## Meet Marta

**Age:** 52

**Occupation:** Factory Worker

**Location:** Detroit, MI

**AARP member:** No

Marta spent the last 15 years assembling cars at GM's factory in Detroit. She recently learned that due to cutbacks, she'll be laid off in two months. While she's concerned about being back in the job market, she sees this transition as a new beginning.



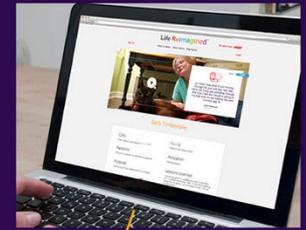
### Discover

Sipping coffee as she reads the job section of the paper in the morning, Marta catches Jane Pauley talking about Life Reimagined on **The Today Show**. She's intrigued and the story Jane is telling is a lot like her own. The Life Reimagined approach might help her figure out what she really wants to do.



### Learn

She copies down the URL and registers on **LifeReimagined.org**. She uses the assessment tools and finds that her project management skills from her factory work will translate to other areas with a bit more training.



### Participate

Marta receives an email inviting her to an upcoming meeting of the local **Life Reimagined Group**. At the group she meets Janet, who has recently joined a recruiting center for adult education. Janet tells Marta about LinkedIn and gives her a quick lesson on how easy it is to set up her profile.



### Connect

Back home, Marta completes her LinkedIn profile and invites Janet to be her first member of her new **Life Reimagined Sounding Board**.



Janet connects with Marta on LinkedIn as well, and Marta learns more about the free workshops offered by the local Chamber of Commerce on skills for a digital workforce. She asks Janet to introduce her to the facilitator of a session on Project Management and Customer Relations, and realizes she is excited about exploring something new.



### Use

Encouraged, Marta creates her profile on Life Reimagined and uses one of the tools that helps her uncover her passion and purpose. She never gave herself the chance to think about her personal purpose but the exercise begins to give her some new energy and enthusiasm for the daunting job search ahead. All of a sudden, she feels less alone.



### Share

Shortly before Christmas, Marta is browsing in a bookstore and sees the **Life Reimagined book**. She treats herself to it as a Christmas present and, after reading it, loans it to her friend David, who is trying to open his own landscaping business. Passing the book along makes Marta realize that she is feeling more empowered and less afraid than she was just 6 months ago.

